

Assaf Zinger

Sr. Product Designer

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Work Experience

Wix / Senior Product Designer

Mar 2020 - Present

Senior Product Designer:

On-stage components for advanced users (Velo+CMS).

- Lead the end-to-end product design process, from business requirements to final production.
- Conduct user research, competitor analysis, user interviews, and usability testing to get insights into users' pain points and behavior.
- Collaborate with product managers to improve the project's quality.
- Collaborate with developers to ensure successful implementation while considering technical constraints.
- Collaborate with other teams across the company to find opportunities for improvement.

Mid-Level Product Designer:

Design system team.

- Define and maintain UX standards and best practices for increased efficacy, product consistency, and quality.
- Conduct UX research, competitor analysis, and usability testing.
- Design pixel-perfect component specs and library assets on Figma.
- Collaborate with accessibility experts and developers for consistent implementation of the Storybook framework.

Aman Digital / Senior UI Designer

Jun 2016 - Mar 2020

Product Designer (KMS Lighthouse):

Knowledge Management platform (B2B).

- Understand business goals and user needs through interviews and competitor analysis.
- Collaborate with a Product Manager and stakeholders.
- Deliver design solutions throughout the product lifecycle, working with developers to ensure attention to detail.

Senior UI Designer:

- Lead projects, present and articulate design choices to stakeholders.
- Develop methodologies on collaborative work in Sketch, design system, and icon fonts.
- Collaborate with a UX designer and stakeholders to initiate new internal ventures.
- Enrich knowledge in the company, produce seminars, and create content on social platforms.

UI Designer:

Worked with industry-lead companies in collaboration with UI Designers, UX designers, developers, and stakeholders to execute innovative and pixel-perfect responsive websites, apps, automotive interfaces, B2B products, eCommerce, and aviation.

Inkod / UI Designer

Oct 2015 - Jun 2016

Early-stage B2B design agency.

Worked with early-stage startups in collaboration with UX designers, developers, and stakeholders to take their vision to execution. Designed B2B products, POCs, visual concepts, and design assets.

Lingua.ly / Full-Stack Designer

Jul 2014 - Feb 2016

Language learning platform.

As a sole designer, I was responsible for the marketing assets and the end-to-end cycle of the various products. Worked on the redesign of the web platform, improvements on the mobile app (iOS and Android), Chrome extension, and illustrations. Conducted user interviews, UX flows, UI design, and dev hand-off. Worked closely with the Product Manager and CEO.

Education

Holon Institute of Technology /

Bachelor of Design (B.Des)

2011 - 2015

Degree in Visual Communication, specialization in user experience and branding.

Notable courses: User Experience, Motion, and HTML+CSS.

I participated in 2 exhibitions at the Beit Avi-Chai Gallery and the Yad Vashem Museum.

Skills

Hard: Competitor analysis • User research • User interview • Prototypes • Wireframes • Usability testing • Problem solving • Design system • Visual design • Dev hand-off • HTML+CSS

Soft: Presentation • Writing • Public speaking • Mentoring • Self managed • Team player • Resilient • Give and accept feedback • Autodidact

Tools: Figma • Storybook • Notion • Jira • Monday • Google Slides • Google Spreadsheet • After Effects

Languages: Hebrew (mother tongue) • English (fluent)